



## **MELROSE ACTION NEIGHBORHOOD WATCH “MEETING AT YOUR CORNER” CONCEPT 2015 / 2016**

### **PURPOSE:**

To build stronger community partnership, fellowship, and awareness about crime with local residents of the 7A1 area together with Los Angeles Police Department’s Wilshire Station Staff, Council member Paul Koretz’ Office, and the City of Los Angeles Office of the City Attorney.

### **CONCEPT:**

Melrose Action will promote an impromptu “**Meeting On Crime**” to be held at designated neighborhood street corners to bring neighbors and public safety officials together to discuss issues relating to crime in their area - in an outdoor setting - right on a street corner. This a great opportunity for our local law enforcement officers to “meet and greet community members” right in their neighborhood - at their corner!

Using the L.A.P.D. **Wilshire Mobile Command Post** as a centerpiece - neighbors will feel comfortable at this “mutual location” and might be compelled to join the discussion to “see” what *is* happening and hopefully feel motivated to participate.

The meetings agenda would include and not limited to announcements and introductions of our L.A.P.D. Command Staff and new Senior Lead Officer, and the Council Office — with portable microphones needed for quick question and answers from residents.

The meetings length would be limited to ONE HOUR ONLY and vary according to PST Daylight Savings and support schedules. A suggested 4 month initial schedule is below.

### **PROMOTION:**

We will use gorilla marketing techniques like 300-400 localized flyers announcing the meeting (*see sample below*) will be distributed just days before the meeting date and posted within 1500 feet of the meeting site giving the community a sense of urgency to attend. Melrose Action’s social media and email data base will also be used to focus attention on the meetings. Local media will be alerted through a press release and direct contact.

A video message would be filmed at the meeting site promoting the upcoming meeting and a local crime report and be distributed digitally to neighbors in the area via YouTube, Twitter, and email.

Two or three tables would be set up displaying City related public safety announcements including materials that promote more ways to get “in touch” with crime information in our area - like L.A.P.D. Wilshire’s app, Senior Lead Officer contact cards, Melrose Action Sign Ups and more.



## **PARTNERS:**

For this concept to tie-in all the available Public Safety resources to serve its purpose, we would need the support and participation of the following:

- Council Member Paul Koretz' - Office and Staff - Council Member Himself Present
- Los Angeles Police Department's Wilshire Division Command Staff and Community Relations Office
- Los Angeles City Attorney's Neighborhood Prosecutor Program
- Melrose Avenue BID (Business Improvement District)
- Local Merchant Support

## **WHAT WOULD WE NEED: (WISH LIST)**

- The L.A.P.D. Wilshire Mobile Command Post parked at a designated spot at least 3 hours prior to the meeting time. The trucks power would need to be accessed for supporting a small amplifier for announcements etc.
- Three portable tables - for display of materials and giveaway items
- A L.A.P.D. Decoy car parked at designated corner for a few days prior to add interest to a police presence and stir debate.. Once they see the flyers neighbors will connect the car, the meeting and hopefully attend to inquire "whats going on"
- A portable sound system with two wireless microphones
- A local merchant able to provide water, coffee, a take away item etc
- Support for this initiative :)





## **Melrose Action Neighborhood Watch and L.A.P.D. Willshire Division “Meeting At Your Corner” Proposed Tour and Meeting Schedule 2015**

- **WEDNESDAY SEPTEMBER 16TH** - CORNER OF WARING AVENUE AND CURSON AVENUE - 7:30 PM - FOCUS: MEET YOUR NEW SENIOR LEAD OFFICER
- **WEDNESDAY SEPTEMBER 30TH** - CORNER OF FULLER AVENUE AND WARING AVENUE - 7:15 PM - FOCUS : MEET YOUR NEW SENIOR LEAD OFFICER
- **WEDNESDAY OCTOBER 14TH** - POINSETTIA PARK RECREATION CENTER PARK AREA - WILLOUGHBY AVENUE AT FULLER AVENUE : 6:30 PM - 7:30 PM / FOCUS : MEET YOUR NEW SENIOR LEAD OFFICER
- **WEDNESDAY OCTOBER 28TH** - CORNER OF WARING AVENUE AND HARPER AVENUE - 6:30 PM / FOCUS : MEET YOUR NEW SENIOR LEAD OFFICER
- **WEDNESDAY NOVEMBER 11TH** - MELROSE MERCHANTS MEETING ON CRIME - LOCATION TBC - POSSIBLE BLU JAM CAFE - 7:30 PM “HOLIDAY SEASON CRIME PREVENTION” - SPONSORED BY MELROSE BID.
- **WEDNESDAY NOVEMBER 18TH** - MELROSE PLACE/LA CIENEGA MERCHANTS MEETING ON CRIME - MELROSE PLACE AREA LOCATION TBC 6:30 PM - SPONSORED BY MELROSE PLACE MERCHANTS
- **TUESDAY JANUARY 12TH** - 2016 COMMUNITY MEETING ON CRIME AT POINSETTIA PARK RECREATION CENTER : 7:30 PM -
- MORE MEETINGS TBD

# L.A.P.D. WILSHIRE STATION & MELROSE ACTION NEIGHBORHOOD WATCH



**MEETING  
AT YOUR  
CORNER**



**WEDNESDAY • SEPT 16TH • 7:15PM**

**CORNER OF CURSON AVENUE  
AND WARING AVE**

**JOIN US AT OUR MOBILE COMMAND POST  
AT WARING AVE & CURSON AVE FOR AN IMPORTANT MEETING**

**MEET YOUR NEW  
L.A.P.D. WILSHIRE STATION SENIOR LEAD OFFICER**

**REPRESENTATIVES FROM COUNCIL MEMBER PAUL KORETZ' OFFICE  
AND CITY ATTORNEY NEIGHBORHOOD PROSECUTOR**

**FOR MORE INFO:  
[WWW.MELROSEACTION.COM](http://WWW.MELROSEACTION.COM)**

